

Rep Order# 6849138 Ver# 1 Status New Traffic Order# Printed: 09/10/2012 5:47 PM 1 of 4

EC'd Yes Last Received: 09/05/2012 10:13 AM

Showing Buylines: All Lines

Station WAVY-TV NORFOLK, VA.
Advertiser () MAJORITY PAC
Product SENATE MAJORITY PAC
Estimate#
Buyer SPENCER WOOD
Phone#
Fax#

Agency () WATERFRONT STRATEGIES
3050 K ST NW
WASHINGTON, DC 20007
Agency C/P1/P2/E
Flight Dates 10/23/2012 - 10/29/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () ANJIE BRADY
Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

-- CONTRACT COMMENT --

SC=*

-- REMARKS --

THIS IS A NEW CONTRACT
TOTAL 29,700
PLS CONFIRM ASAP
THANKS, ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	TU-F	5A-6A	Program Buyline Comment: EARLY AM NEWS	:30	\$700.00	10/23-10/26	2	1	2	\$1,400.00	
	2	M	5A-6A	Program Buyline Comment: EARLY AM NEWS	:30	\$700.00	10/29-10/29	1	1	1	\$700.00	
	3	TU-F	6A-7A	Program Buyline Comment: AM NEWS	:30	\$2,000.00	10/23-10/26	1	1	1	\$2,000.00	
	4	M	6A-7A	Program Buyline Comment: AM NEWS	:30	\$2,000.00	10/29-10/29	1	1	1	\$2,000.00	
	5	TU-F	7A-9A	Program Buyline Comment: TODAY SHOW	:30	\$2,000.00	10/23-10/26	1	1	1	\$2,000.00	
	6	M	7A-9A	Program Buyline Comment: TODAY SHOW	:30	\$2,000.00	10/29-10/29	1	1	1	\$2,000.00	
	7	SA	7A-8A	Program Buyline Comment: SATURDAY AM NEWS	:30	\$800.00	10/27-10/27	1	1	1	\$800.00	
	8	SU	7A-8A	Program Buyline Comment: SUNDAY AM NEWS	:30	\$800.00	10/28-10/28	1	1	1	\$800.00	

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	9	SU	8A-9A	SUNDAY TODAY SHOW	:30	\$1,200.00	10/28-10/28	1	1	1	\$1,200.00	
				Buyline Comment: SUNDAY TODAY SHOW								
	10	TU-F	9A-10A	TODAY SHOW 2	:30	\$500.00	10/23-10/26	2	1	2	\$1,000.00	
				Buyline Comment: TODAY SHOW 2								
	11	M	9A-10A	TODAY SHOW 2	:30	\$500.00	10/29-10/29	1	1	1	\$500.00	
				Buyline Comment: TODAY SHOW 2								
	12	TU-F	10A-11A	TODAY SHOW 3	:30	\$400.00	10/23-10/26	2	1	2	\$800.00	
				Buyline Comment: TODAY SHOW 3								
	13	M	10A-11A	TODAY SHOW 3	:30	\$400.00	10/29-10/29	1	1	1	\$400.00	
				Buyline Comment: TODAY SHOW 3								
	14	TU-F	12P-1P	NOON NEWS	:30	\$300.00	10/23-10/26	4	1	4	\$1,200.00	
				Buyline Comment: NOON NEWS								
	15	M	12P-1P	NOON NEWS	:30	\$300.00	10/29-10/29	1	1	1	\$300.00	
				Buyline Comment: NOON NEWS								
	16	TU-F	530P-6P	530P NEWS	:30	\$1,500.00	10/23-10/26	1	1	1	\$1,500.00	
				Buyline Comment: 530P NEWS								
	17	TU-F	6P-630P	6P NEWS	:30	\$2,000.00	10/23-10/26	2	1	2	\$4,000.00	
				Buyline Comment: 6P NEWS								
	18	M	6P-630P	6P NEWS	:30	\$2,000.00	10/29-10/29	1	1	1	\$2,000.00	
				Buyline Comment: 6P NEWS								
	19	SU	6P-7P	SUNDAY 6P NEWS	:30	\$500.00	10/28-10/28	1	1	1	\$500.00	
				Buyline Comment: SUNDAY 6P NEWS								

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---COMPETITIVE COMMENTS---
COMPETITIVE IS ESTIMATED

Books null
Demos RA35+

--- CREDIT RISK ---
CASH IN ADVANCE